

# Leon County Emergency Medical Service



## PIER Program

Emergency Medical Services are highly visible and, therefore, influential organizations. The individual EMS member is playing an increasingly important role in shaping the public's image of their EMS service. That is where PIER comes into play.

### *What is PIER?*

PIER, an acronym for Public Information, Education and Relations in EMS, is a nationally recognized program designed to help the EMS service manage its image, while educating the public about EMS.

### *PIER is a combination of three different elements:*

**Public Information** -- Public information is "news." For example, the facts about an issue of public concern or a major incident in your community, or routine communications such as announcing upcoming events, or a presentation on your annual budget and projected needs would all be considered public information.

**Public Education** -- Public education imparts knowledge or training in specific skills. For example, teaching basic life-saving techniques, how to call for help properly, bicycle safety or briefing public officials about the importance of your service to your community are all public education activities.

**Public Relations** -- Public relations is the process of shaping public opinion. Public relations is a part of every aspect of your service, from public information and public education activities to the appearance and attitude of your personnel and appearance of your vehicles and buildings.